

To the Honorable Commissioner of Patents and Trademarks:  
Please record the attached original documents or copy thereof.

ATTN. BOX ASSIGNMENTS

Name of conveying party(ies):

- 1) Adrian VELTHUIS  
2) Aleck SCHLEIDER  
Kevin HALEY

2. Name and address of receiving party(ies):

Name: Advertising.com

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

Internal Address:

3. Nature of conveyance:

Street Address: 1020 Hull Street

☒ Assignment ☐ Merger

City: Baltimore

☐ Security Agreement ☐ Change of Name

State: MD Zip Code: 21230

☐ Other:

Additional name(s) &amp; Address(es) attached?

Execution Dates: November 27, 2001; February 6, 2002

☐ Yes ☒ No

4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application:

A. Patent Application Number(s):

09/989,448

B. Patent Number(s):

Additional numbers attached?

☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Leonard Smith, Jr.

6. Total number of applications and registrations involved:  
1

7. Total fee (37 CFR 3.41): \$40

☒ Enclosed (Please charge deficiency to deposit account)☐ Authorized to be charged to deposit account

Internal Address: FINNEGAN, HENDERSON, FARABOW, GARRETT &amp; DUNNER, L.L.P.

Street Address: 1300 I Street, N.W.

City: Washington, D.C.

State: Zip: 20005-3315

8. Deposit Account No.: 22,852

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Leonard Smith, Jr.  
Reg. No. 45,118

Signature

February 12, 2002  
Date

Total number of pages including cover sheet, attachments and documents: 3

## ASSIGNMENT

WHEREAS We, the below named inventors, hereinafter referred to as Assignors, have made an invention entitled:

A SYSTEM AND METHOD FOR PROVIDING INCENTIVES TO CUSTOMERS OVER A COMPUTER NETWORK  
for which WE executed an application for United States Letters Patent concurrently herewith or filed an application for United States Letters Patent on November 21, 2001, (Serial No. [Text]); and

WHEREAS, Advertising.Com  
a corporation of United States of America

whose post office address is 1020 Hull Street, Baltimore, Maryland 21230

(hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention, the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, WE, as Assignors, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, our entire right, title, and interest in and to this invention and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof; and WE hereby authorize and request the Commissioner of Patents and Trademarks of the United States to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, WE HEREBY further covenant and agree that We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to us respecting this invention and testify in any legal proceeding; sign all lawful papers when called upon to do so, execute and deliver all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors and assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

AND, WE HEREBY authorize and request the attorneys we have empowered in the Declaration and Power of Attorney in this application, to insert here in parentheses (Application No.[Text], filed November 21, 2001) the filing date and application number of said application when known.

IN TESTIMONY WHEREOF, We have hereunto set our hands and seals this 11/27/01.

RHIAN A. MCGUIRE SMITH  
NOTARY PUBLIC STATE OF MARYLAND  
My Commission Expires April 5, 2005

1. FULL NAME OF SOLE OR FIRST ASSIGNOR Adrian VELTHUIS	ASSIGNOR'S SIGNATURE <i>Adrian Velthuis</i>	DATE 11/27/01
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2. FULL NAME OF SECOND ASSIGNOR, IF ANY Aleck SCHLEIDER	ASSIGNOR'S SIGNATURE <i>Aleck Schleider</i>	DATE 11/27/01
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3. FULL NAME OF THIRD ASSIGNOR, IF ANY Kevin HALEY	ASSIGNOR'S SIGNATURE <i>Kevin C. Haley</i>	DATE 11/27/2001
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